



Request for City Council Committee Action

Date May 15, 2003

To: Public Safety and Regulatory Services Committee
Referral to: Ways and Means Committee

Prepared or Submitted by: Inspector Robert Allen

Phone 673-2776

Approved by: Deputy Chief Greg Hestness

A handwritten signature in black ink, appearing to read "Gregory Hestness", written over a horizontal line.

Subject: Request for Authority to Accept Equipment Donation for Downtown Security Cameras.

Presenters in Committee: Inspector Robert Allen, 1st Precinct
Jim Bender, Target Corporation

Recommendation

The Minneapolis Police Department respectfully requests that the proper officials be authorized to accept a donation of equipment, the amount to be determined, from Target Corporation to tie new and existing downtown security camera systems together to be monitored from a central location. These cameras will be used to detect and prevent crime and conduct surveillance of suspected criminal activity.

Financial Impact (Check those that apply)

☒ **X** No financial impact (If checked, go directly to Background/Supporting Information)

☐ Action requires an appropriation increase to the Capital Budget

☐ Action requires an appropriation increase to the Operating Budget

☐ Action provides increased revenue for appropriation increase

☐ Action requires use of contingency or reserves

☐ Other financial impact (Explain):

☐ Request provided to the Budget Office when provided to the Committee Coordinator

Background/Supporting Information

The Minneapolis Police Department requests permission to accept a donation of equipment from the Target Corporation to tie new and existing downtown security camera systems together to detect and prevent crime. See attached commitment letter from Target Corporation and supporting documents.

TARGET CORPORATION



May 13, 2003

Council Member Dan Niziolek, Chair
Minneapolis Public Safety and
Regulatory Services Committee
Minneapolis City Council
350 South 5th Street
Minneapolis, MN 55415

Dear Council Member Niziolek:

Target Corporation is pleased to inform the City of Minneapolis that a donation has been approved for the Minneapolis Police Department's First Precinct Safe Zone Project. The donation will include a digital head-end recording system, monitor, computer, infrastructure installation and cameras for use in the downtown Safe Zone Project. The Target Corporation family of giving programs, comprised of Target, Marshall Field's and Mervyn's, is proud to support organizations such as yours that make our communities a better place to live and work.

Target Corporation is committed to giving back to the communities in which we operate stores. This year, we will give over \$2 million a week to nonprofit organizations nationwide.

We hope this donation will further the important work you do and wish you success in your worthwhile efforts.

Sincerely,



Bradley N. Brekke
Vice President
Assets Protection

BNB/ml

CC: Nate Garvis
Jim Bender

SafeZone

A partnership of the Minneapolis Police Department/Target Corporation



TARGET CORPORATION

Introduction

Minneapolis is busy and getting busier

- 160,000 people spend 8-10 hours at work
- 30,000 people live in downtown Minneapolis
- 30,000 weekend visitors to bars, restaurants, theaters
- 125,000 + if game/special event



Introduction

New Challenges for Mpls Public Safety

- Staff Reductions
- Homeland Security responsibilities
- Less cops = possibility of crime rate increase
- City cannot afford 24/7 coverage on every corner



SafeZone

- Partnership with Target / business community
- E-Groups / business collaboration



SafeZone

Cameras would be Located:

- Washington to 12th Street
- 1st Avenue
- Hennepin Avenue
- Nicollet Mall

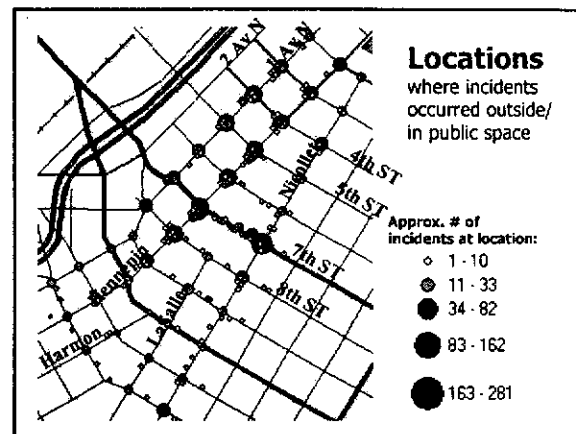
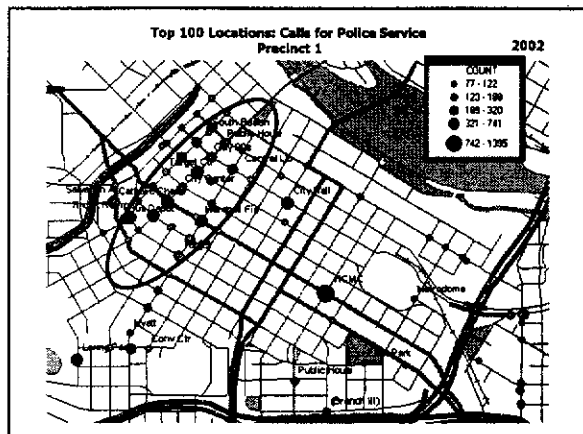


SafeZone

Areas selected because . . .

- Highest concentration of police calls
- Approximately 4,000 calls





SafeZone

About the cameras . . .

- Placed on street corners
- Zoomable
- Color/high resolution
- Durable/weatherproof



Proven Technology

The United Kingdom

"The retail crime operation forms a key part of the strategy we have developed in Manchester City Centre to tackle crime and fear of crime. It works superbly in conjunction with the 40 camera city centre CCTV system . . ."

Gordon McKinnon, Manchester City Centre Manager



Proven Technology

- Partnerships with police, retailers, local government, business
- Creates a safe and secure community
- Has reduced crime and violence
- Deterred criminal activity and anti-social behavior
- Police use resources more efficiently



Proven Technology

Wilmington, Delaware (1st city in the nation)

This "truly represents community policing." "The cameras give us a new and innovative crime fighting tool."

Wilmington Police Chief Michael Szczerba



Proven Technology

- Broadens the "safety net" in Wilmington
- Augments 13 new cameras with more than 90+ private security cameras in the area
- Improves public safety in high crime areas of downtown
- Since April 2001
 - burglaries are down by 32%
 - robberies down by 5%
 - shoplifting down by 22%
 - auto theft down by 20%



Benefits to Minneapolis

- Improve public safety by improving ability to identify crimes
- Better incidence response/criminal capture rate
- Helps police prioritize responses
- 24/7 surveillance in city's key crime areas
- Visual backup for responding officers



Benefits to Minneapolis

- Proven deterrence of crime
- Better utilizes police force in other Minneapolis high crime areas
- More efficient use of resources - would allow Minneapolis Police to do more with less
- Potential to expand to parking lots/alleys



Improved Safety = Improved Business Environment

- Better ability to attract shoppers and retain businesses
- Supported by Downtown Council and Minneapolis Chamber of Commerce



A Partnership

- Target and business community to purchase and install cameras
- Target to purchase three year service contract with the vendor
- Minneapolis would monitor the cameras 24/7



Privacy

- Technology is already used in skyways and private companies
- No different than having a cop on the street
- Privacy Policy allows use only
 - Detection and Prevention of Crime
 - Legitimate criminal investigative uses
 - Private and commercial use prohibited



Privacy

- **Recordings for law enforcement purposes only**
 - Duplication only for evidentiary/training purposes
 - Recordings retained on disk in Property & Evidence
- Recordings retained per evidence policy
- Non-recorded events retained approximately one month



Why Target is Committed to this Project

- **Strong commitment to law enforcement**
 - CrimNet
 - Spotlight on Crime
 - Target and Blue
 - Community Grants
- **Strong commitment to Minneapolis and its vitality**
- **Strong commitment to protecting public safety**

